Notice of Allowability	Application No.	Applicant(s)	
	09/722,341	CHIN ET AL.	
	Examiner	Art Unit	
	CUONG H. NGUYEN	3661	

– The MAILING DATE of this communication appears on the cover sheet with the correspondence address–

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to *5/12/05*.

2. ☒ The allowed claim(s) is/are *1-8 and 10-19*.

3. ☒ The drawings filed on *28 November 2000* are accepted by the Examiner.

4. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 a) ☐ All b) ☐ Some* c) ☐ None of the:
 1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____ .
 3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

 * Certified copies not received: _____.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.
THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

5. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.

6. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
 (a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
 1) ☐ hereto or 2) ☐ to Paper No./Mail Date _____.
 (b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____.

Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).

7. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

1. ☒ Notice of References Cited (PTO-892)
2. ☐ Notice of Draftperson's Patent Drawing Review (PTO-948)
3. ☐ Information Disclosure Statements (PTO-1449 or PTO/SB/08), Paper No./Mail Date _____
4. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material
5. ☐ Notice of Informal Patent Application (PTO-152)
6. ☒ Interview Summary (PTO-413), Paper No./Mail Date *5/12/05* .
7. ☒ Examiner's Amendment/Comment
8. ☒ Examiner's Statement of Reasons for Allowance
9. ☐ Other _____.

CUONG H. NGUYEN
Primary Examiner
Art Unit: 3661

DETAILED ACTION

1. This Office Action is the answer to the interviews on 5/11/2005.

2. Claims 1-8, 10-19 are pending in this application.

Examiner's amendment:

3.A. An examiner's amendment to the record appears below. The authorization for this amendment was given by Mr. Frank R. Occhiuti (Reg. # 35,306) on 5/11/05. Should the changes and additions be unacceptable to applicants, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

3.B. The application has been amended as follows:

a. Current claim 1 is replaced as

-- 1. The method of claim 2, further comprising:

receiving data associated with a plurality of character types; and

receiving data associated with a plurality of character attributes and divided into character attribute subsets. --

b. Current claim 2 is replaced as

-- 2. A method of profiling a user of a system for assisting the buying and selling of properties, comprising:

providing at least one of a customized recommendation and a customized opinion to the user based on the character profile score, wherein assigning the character profile score comprises:

passing a relative weightage preference of a demographic weightage through the demographic weightage to determine a preferred demographic weightage for a plurality of character types;

passing a relative weightage preference of a property weightage through the property weightage to determine a preferred property weightage for the plurality of character types; and

adding the preferred demographic weightage for each of the plurality of character types to the preferred property weightage for each of the plurality of character types to determine the character profile score. --

c. Current claim 7 is replaced as

-- 7. The method of claim 6, wherein the questionnaire answers comprise demographic data, preferred neighborhood data and preferred property type data. --

d. Current claim 8 is replaced as

-- 8. A method of profiling a user of a system for assisting the buying and selling of properties, comprising:

generating, using a computer program, a character profile matrix representing the likelihood that a person of at least one character type will fit into at least one character attribute subset;

assigning, using a computer program, a character profile score to the user using the character profile matrix;

providing at least one of a customized recommendation and a customized opinion to the user based on the character profile score; wherein assigning the character profile score comprises:

passing a relative weightage preference of a neighborhood weightage through the neighborhood weightage to determine a preferred neighborhood weightage for each character type;

passing a relative weightage preference of a property type weightage through the property type weightage to determine a preferred property type weightage for each character type; and

adding the preferred neighborhood weightage for each character type to the preferred property type weightage for each character type to determine a property weightage indicating a relative degree of property preference similarity of the user to each of the character types. --

e. Claim 9 is canceled.

f. Current claim 10 is replaced as

-- 10. The method of claim 2, wherein providing at least one of a customized recommendation and a customized opinion to the user based on the character profile score comprises:

defining a plurality of recommendation object attributes divided into a plurality of recommendation object attribute subsets;

defining a recommendation object profile matrix representing the likelihood that a person of at least one of the character types will fit into at least one of the recommendation object attribute subsets;

assigning a recommendation object profile score to the user using the recommendation object profile matrix and the character profile score; and

providing the customized recommendation to the user based on the recommendation object profile score.

g. Current claim 11 is replaced as

-- 11. The method of claim 10, wherein:

the recommendation object is at least one of a property, a tool, a new project listing, an article, a pricing index, a promotion, a sorting preference, and a home furnishing; and

when the recommendation object is a property, the recommendation object attributes comprise property attributes that include at least one of neighborhood, property type, buildup area and number of rooms.

h. Current claim 14 is replaced as

-- 14. The method of claim 13, wherein providing the customized recommendation comprises:

ranking the recommendation object profile score with the other recommendation object profile scores;

selecting a number of high-ranking recommendation object profile scores; and

recommending to the user a recommendation object associated with at least one of the high-ranking recommendation object profile scores. --

i. Current claim 15 is replaced as

-- 15. The method of claim 2, further comprising:

tracking at least one online action of the user to obtain user habit information; and

re-assigning the character profile score using the character profile matrix and the user habit information. --

j. Current claim 18 is replaced as

-- 18. A computer program product, tangibly embodied in an information carrier, for executing instructions on a processor, the computer program product being operable to cause a machine to:

generate a character profile matrix representing the likelihood that a person of at least one character type will fit into at least one character attribute subset;

assign a character profile score to the user using the character profile matrix;

provide at least one of a customized recommendation and a customized opinion to the user based on the character profile score, wherein a instructions to assign the character profile score comprises instructions to:

pass a relative weightage preference of a demographic weightage through the demographic weightage to determine a preferred demographic weightage for a plurality of character types;

pass a relative weightage preference of a property weightage through the property weightage to determine a preferred property weightage for the plurality of character types; and

add the preferred demographic weightage for each of the plurality of character types to the preferred property weightage for each of the plurality of character types to determine the character profile score. --

k. Current claim 19 is replaced as

-- 19. A computer program product, tangibly embodied in an information carrier, for executing instructions on a processor, the computer program product being operable to cause a machine to:

generate a character profile matrix representing the likelihood that a person of at least one character type will fit into at least one character attribute subset;

assign a character profile score to the user using the character profile matrix;

provide at least one of a customized recommendation and a customized opinion to the user based on the character profile score;

pass demographic data through a demographic matrix of the character profile matrix to calculate a demographic weightage indicating a relative degree of demographic similarity of the user to each of a plurality of character types;

pass preferred neighborhood data through a neighborhood matrix of the character profile matrix to calculate a neighborhood weightage indicating a relative degree of demographic similarity of the user to each of the character types;

pass preferred neighborhood data through a neighborhood matrix of the character profile matrix to calculate a neighborhood weightage indicating a relative degree of neighborhood preference similarity of the user to each of the character types;

pass preferred property type data through a property type matrix of the character profile matrix to calculate a property type weightage indicating a relative degree of property type preference similarity of the user to each of the character types;

pass a relative weightage preference of the neighborhood weightage through the neighborhood weightage to determine a preferred neighborhood weightage for each character type;

pass a relative weightage preference of the property type weightage through the property type weightage to determine a preferred property type weightage for each character type; and

add the preferred neighborhood weightage for each character type to the preferred property type weightage for each character type to determine a property weightage indicating a relative degree of property preference similarity of the user to each of the character types. --

Allowable Subject Matter and Reason for Allowance

4. As per independent claims 2, and 8: The closet available prior arts of Herz (PG Pub. US 20010014868 A1), Lupien et al. (US Pat. 6,098,051), Durand et al. (US Pat. 6,272,467), Silver (US 6,269,339), and Ruffin et al. (US Pat. 6,675,149), in combination, fail to teach or suggest a method of profiling a user for assisting the buying and selling of properties, comprising a step of:

adding the preferred demographic weightage to the preferred property weightage for each character type to determine a character profile score.

5. As per independent claims 18, and 19: The closet available prior arts of Herz (PG Pub. US 20010014868 A1), Lupien et al. (US Pat. 6,098,051), Durand et al. (US Pat. 6,272,467), Silver (US 6,269,339), and Ruffin et al. (US Pat. 6,675,149), in combination, fail to teach or suggest a computer program product for assisting the buying and selling of properties, comprising instructions to:

add a preferred demographic weightage a preferred property weightage for each character type to determine a character profile score.

Conclusion

6. Claims 1-8, 10-19 are patentable.

Claims 2, 1, 15-17, 8, 19 are renumbered as claims 1, 2, 8, 9, 15, 16, 17 (in that order).

7. These prior art have related subject matter to this pending application; however, they are merely general information.

8. Any inquiry concerning this communication or earlier communications from the examiner should be directed to CUONG H. NGUYEN whose telephone number is 571-272-6759. The examiner can normally be reached on 7:00 am - 3:30 pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, THOMAS G. BLACK can be reached on 571-272-6956. The Rightfax number for the examiner where this application is assigned is 571-273-6759.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

cuonghnguyen

CUONG H. NGUYEN
Primary Examiner
Art Unit 3661